

**FORWARD NEW RICHMOND**  
**January 18, 2019**  
**Meeting Minutes**

The meeting was called to order at 8:09 a.m.

Roll call was taken.

Members Present: Summer Seidenkranz, Heather McAbee, Cathy Longtin, Mike Montello, Karl Skoglund, Tom Mews, Rob Kreibich

Members Absent: Susan Lockwood, Paul Mayer

Others Present: Tom Loonan, Jim Zajkowski, Craig Kittel, Seth Hudson, Beth Thompson, Mike Darrow, Lori Brinkman

Heather McAbee moved to adopt the agenda as presented, seconded by Tom Mews and carried.

Mike Montello moved to adopt the minutes from the previous meeting dated January 3, 2019, seconded by Tom Mews and carried.

**Public Meeting Guidelines**

Tom Loonan from Eckberg Lammers presented details on the Wisconsin Open Meetings Law. He discussed:

- Public Meetings (must be preceded by public notice at least 24 hours in advance and must be held in a public place that is open and reasonably accessible to all members of the public)
- Convening of Members and Walking Quorums (physical gathering, e-mails, telephone conference calls, etc.)
- Closed Session
  - Discussion must be limited to the specific business for which closed session was authorized and not any other matters
  - Can be used for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specific public business whenever competitive or bargaining reasons require a closed session
    - Competitive and bargaining interests must belong to the government
    - Only those portions of a meeting may be closed which directly impact the competitive or bargaining interests
- Public Records Law (any material or written communication by any public official (staff or committee member) is a public record subject to disclosure)

**FNR Goals & Direction for 2019**

Summer Seidenkranz read through Ordinance #515, Section 2 – 139 (b)(1) Functions, which states: “Forward New Richmond shall serve in an advisory capacity to the City Council in matters pertaining to economic development, including but not limited to commercial and industrial development proposals, marketing efforts, real estate transactions, business and technical parks, downtown revitalization, and attraction and retention of a quality labor force.”

There was discussion about FNR’s four main goals for 2019 (using the Comprehensive Plan as a guide):

1. Development and Redevelopment – facilitate improvement through collaboration
  - a. Business & Technical Park Advisory Function – property sales, expansion, advisory for administration on updating of covenants
  - b. Downtown Renewal - advise on policies and plans for downtown – helping to prioritize gaps.

- c. Design Guidelines – review options, make recommendations, advise on purchases, covenants, etc.
      - i. Beebe Building
      - ii. Former DQ property
      - iii. Northside
      - iv. Others as needed
  2. Business Support
    - a. Support for new and expanding businesses
    - b. Creating the best experience for businesses and tax payers
      - i. Simplicity in communications
      - ii. As needed, FNR member follow-up (with businesses who chose to come to NR and/or expand and also with those who chose not to expand or build here)
  3. Marketing New Richmond
    - a. Be intentional in strengthening local and regional connections with other Economic Development organizations
    - b. Develop marketing philosophy based on
      - i. Industry Best practices
      - ii. Being prepared and proactive – looking ahead for the community
  4. Livability
    - a. Telecommunication and internet expansion – business and residential
    - b. Housing – workforce (comments and recommendations)
    - c. Discussion of needs and what FNR can do to assist
    - d. Gap analysis (Seth Hudson can assist)

Beth Thompson asked FNR to assist with identifying business gaps/needs in NR so that Beth and Summer can focus on those businesses/industries at ReCon this spring.

#### **Communications/Miscellaneous**

- Mike Darrow wished Lori Brinkman a happy birthday.
- Regular meetings will resume in February (third Wednesday of the month).
- Summer explained the Red Letter Grant which awards four \$2,000 grants in the spring and four \$2,000 grants in the fall to women who are starting or expanding new businesses in the following counties: Buffalo, Clark, Chippewa, Dunn, Eau Claire, Pepin, Pierce, St Croix, and Trempealeau. Applications for the spring grant are due May 6, 2019, by 11:00 p.m. Find out more here: [www.redlettergrant.org](http://www.redlettergrant.org)
- Jim Zajkowski recommended a monthly update from FNR to the Council to be shared at the regular Council Meetings.

Heater McAbee moved to adjourn the meeting, seconded by Cathy Longtin and carried.

Meeting adjourned at 10:28 a.m.

Minutes submitted by Lori Brinkman.